

2015 Indianapolis Final Four Scorecard



Hotels

Hamilton County Hotel Industry Training: 150 people trained by IPATH.

SOAP Project: 40 hotels/motels in areas were reached, mostly in the near outlying areas of Indianapolis, as specified by law enforcement.

- IPATH volunteers reached 29 hotels from the list of hotels recommended by law enforcement.
- OAG staff covered 6 hotels near the airport.
- Rep. Hale and her volunteers covered 5 additional hotels in the Castleton area

Taxi Drivers

Training packets distributed by host committee to taxi drivers: 150 packets of red flags/fact sheet, national hotline number.

Truck stops

Indiana Motor Truck Association ongoing partnership to distribute Polaris victim recovery signs in bathrooms of truck stops including Love's, Pilot, and Flying J.

Rest Areas

18 rest areas reached: INDOT distributed 1,000 hotline cards and 18 National Human Trafficking Resource Center posters. INDOT has agreed to replenish materials on an ongoing basis.

Awareness cards

500 anti-demand cards distributed to strip clubs, adult entertainment establishments, and bars downtown.



Billboards

35 billboards in state of Indiana (anti-demand, victim recovery, awareness)

Press Conference –March 11, 10AM with AG Zoeller and Rep. Susan Brooks

- Polaris' initial assessment saw a 67% increase in calls from Indiana to the hotline in the 30 days when we did the program compared to the 30 days prior.

Indiana's Not Buying It

Anti-demand PSA created through a partnership with OAG and the Indiana Pacers, included sports personalities: Donnie Walsh (Pacers), Ed Carpenter (Indy 500), Lavoy Allen (Pacers), Matt Hasselbeck (Colts). The 30-second PSA aired on TV stations during week of Final Four.

Indy Go: 5 weeks free interior advertising space on 10 buses in Indianapolis

Billboards: see above.

Other Outreach Materials Distributed

**Materials distributed by IPATH volunteers to various locations*

200 fact sheet and training posters

100 Polaris posters distributed in bathrooms in malls, bars and strip clubs

1,000 hotline cards distributed in malls, bars and strip clubs

60 Not Buying It posters distributed in bars and strip clubs downtown

50 red flags/fact sheet handouts were distributed to store managers in malls



Law Enforcement Update: There were 18 commercial sex related arrests during the 2015 Final Four in Indianapolis.

